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PRESS RELEASE

BlueMeme Group signs location agreement with Kumamoto Prefecture and Kumamoto City to promote local DX (Digital Transformation) human resource development

BlueMeme Inc. and its wholly owned subsidiary OpenModels Inc. ("BlueMeme Group") announced that BlueMeme Group will sign a location agreement with Kumamoto Prefecture and Kumamoto City on June 12, 2023, and will open its Kumamoto office in July of the same year. BlueMeme Group will discover valuable human resources in local cities and cultivate new DX human talents.

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The IT industry, to which BlueMeme Group belongs, has long experienced a shortage of human resources, making it a pressing issue to secure qualified personnel. Under these circumstances, BlueMeme Group, which actively promotes no-code / low-code agile development, sees non-IT personnel with no previous engineering experience as a great potential solution to these problems.

On the other hand, despite calls for the need of DX in local governments, several issues are arising at the field level and the situation is not progressing as planned. Specifically, there is a shortage of DX human resources in local governments and companies, increased training costs, lack of knowledge on training, and difficulty securing employment opportunities. Furthermore, local cities and organizations face similar challenges, such as reskilling individuals and methods regarding skill change and personnel evaluation.

In August 2022, BlueMeme Group hosted the "Urasoe City Regional DX Human Resource Development Program" in Urasoe City, Okinawa Prefecture. The program aimed to improve digital literacy and promote DX among the city's businesses and citizens. BlueMeme Group provided support curriculum for in-house development using large-scale agile development and low-code. Additionally, BlueMeme Group offers over 30 low-code and agile training services annually throughout Japan.

Building on these accomplishments, BlueMeme Group will further develop similar activities at its Kumamoto office. To benefit citizens, BlueMeme Group will leverage no-code and low-code solutions to reduce learning costs and facilitate transitions to higher-paying IT roles that allow for remote work. For local companies, BlueMeme Group will not only support business improvement by offering business analysis methods, but also provide assistance for in-house system development using low-code, facilitating flexible system development and organizational transformation in anticipation of changes in the market environment.

BlueMeme Group currently has four business locations: Tokyo headquarters, Fukuoka, Okinawa, and Rotterdam, the Netherlands. The addition of the Kumamoto office will make it the fifth location.

This will allow BlueMeme Group to expand the number of Citizen Developers (citizens trained as software developers) and to promote the development of new DX human resources through entrusted system development and in-house development support. By creating more job opportunities in regional cities and collaborating with local companies, BlueMeme Group will further promote DX more vigorously.

About BlueMeme Inc.

BlueMeme was the first company to introduce OutSystems, a low-code development platform, to Japan in 2012. Since then, the company has been at the forefront of the Japanese low-code development market. BlueMeme utilizes its own development methodology, "AGILE-DX", to effectively operate agile methods and low-code technologies. By developing next-generation information systems with the latest technologies, BlueMeme will continue to contribute to Japanese companies, helping them improve their global competitiveness and survive disruptive changes through digital transformation (DX). As of 2021, BlueMeme is listed on the Tokyo Stock Exchange ("4069" corporate code).

https://www.bluememe.jp

About OpenModels Inc.

OpenModels, a wholly-owned subsidiary of BlueMeme, specializes in entrusted development of business systems and platform businesses utilizing agile and low-code development methods. By applying standardized technologies, products, services, and project management methods, and utilizing accumulated expertise, OpenModels improves development productivity and ensures quality of outcomes.

https://www.openmodels.com/

The impact of this matter on business results will be minor.

Press Contact

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